

NewsRelease

FOR IMMEDIATE RELEASE: Thursday, May 11, 2006

No. 06-16

MEDIA CONTACT: VERONICA METER 202.512.1957, 202.441.6226 cell vmeter@gpo.gov

NUTRITION, EXERCISE HIGHLIGHTED IN DIETARY GUIDE

Government Printing Office and Department of Health and Human Services Innovative Project Benefits Health-Conscious Americans

WASHINGTON – As Americans get ready to celebrate the long Memorial Day weekend at picnics and barbecues across the country later this month, a consumer-friendly publication could prove helpful in making healthier and more nutritional choices this summer. “*A Healthier You: Based on the Dietary Guidelines for Americans*” is a collaborative effort between the Department of Health and Human Services and the Government Printing Office that puts useful information including recipes, exercise options, and grocery shopping tips at neighborhood bookstores everywhere.

“Working with HHS, GPO took a technical report and made it visible to the millions of Americans concerned about better health and living longer lives,” said Kevin O’Toole, GPO’s Director of Publication and Information Sales. “Now they can go online or to the local bookstore and pick up a solidly researched and easy-to-use guide produced by the two agencies.”

GPO professionals worked with HHS staff to provide helpful revisions to make the product successful. Difficult nutrition research terminology was transformed into easy to understand language for consumers. The size of the book was reformatted to the standard size frequently displayed in popular bookstores. To enhance the book’s message and content, the following items were added at the suggestion of GPO professionals: testimonials, including a forward by First Lady Laura Bush; recipes and worksheets for planning weekly menus; and a physical activity planner.

"Americans can find this book in their own neighborhood bookstore," said Captain Penelope Slade Royall, a commissioned officer in the U.S. Public Health Service and Director of HHS's Office of Disease Prevention and Health Promotion. "GPO's knowledge of the publishing industry and marketing research were instrumental in helping us develop a credible health book that would get the attention of book distributors and appeal to consumers interested in making healthy eating and physical activity choices. It was truly a collaborative effort in the best interest of our nation's health."

GPO specializes in providing expertise for creating and marketing a full range of customized communications electronic and print tools such as books, magazines, and annual reports. GPO helps a wide range of Government customers create tailored communication vehicles that cut through the clutter to reach the American public with valuable information. GPO provides free access to Government information through partnerships with more than 1,250 libraries participating in the Federal Depository Library Program.

To purchase your own copy, please visit: http://bookstore.gpo.gov/collections/healthier_you.jsp

To view the publication, please visit:

<http://www.health.gov/dietaryguidelines/dga2005/healthieryou/contents.htm>

The United States Government Printing Office, headquartered in Washington, D.C., with offices in 16 cities across the country, is the Federal Government’s primary centralized resource for gathering, authenticating, cataloging, producing, providing, and preserving published U.S. Government information in all its forms. For more information, please visit www.gpo.gov or call (202) 512-0000.

###